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UBC United Way Campaign Heroes

An Interview with.....

UNIVERSITY OF BRITISH COLUMBIA COMMUNITY UNITED WAY CAMPAIGN

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UBC United Way 2015 Campaign Heroes

An Interview with Dean Marc Parlange

Marc Parlange is the Dean of UBC Faculty of Applied Science.

UBC Faculty of Applied Sciences hosted the Turkey 2K Trot during the start-up week of campaign – *A Week of Caring*. Dean Marc Parlange challenged all participants to a 2K run/walk and matching anyone's donation that beats his time. This year, several hundred runners and walkers came out to support the campaign and to beat Dean Parlange. The Turkey 2K Trot raised a total of \$4 082.

How long have you been involved with the UBC United Way Campaign?

This is the third year that I have been involved in the UBC United Way Campaign. When I first joined the University, I had the idea of bringing people together. I thought, why not do a run? It was later decided to offer the chance for others to beat me in a race to the flagpole and back and I would match their donation. David Slade (UBC Engineering Student and Varsity Athlete) caught wind of this opportunity and UBC students put together a Facebook page requesting pledges for David to run in the Turkey 2K Trot. The whole track team showed up to the event and David beat my time and raised over \$600 for the campaign.

Why do you volunteer for this cause?

I volunteer each year to bring awareness to the campaign. It's all about people helping people and understanding the community at large. The event is all about getting people together, doing something fun. You don't need to be a runner; there are quite a few people that simply walk.



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What is your fondest memory from your involvement with the Turkey 2K Trot?

All people from different walks of life take part in this event. The other deans participating - especially Ricky and Simon! And Sally Thorne putting on a cowboy hat and starting off the race. It is just a fun day that engages faculty and staff. It's a special occasion filled with quick, good fun.

What is your goal for next year? What would you like to see happen?

There is always room for more people. I would like to see all of the deans participate, also students and staff.

With Dean Parlange's help,

16 seniors in the Chinese community are helped to become actively engaged, connected and better able to navigate Canadian society.



United Way
Lower Mainland

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Poverty to possibility

The burden of poverty is profound. Since 2008, we've seen a 25% increase in food bank use. If you can't meet your basic needs like food and shelter, you can barely stay afloat let alone get ahead.

When you give to United Way, you're making sure kids arriving to school hungry get breakfast. You're helping people get the food they need, learn how to find or grow healthy affordable food, and access available programs and resources.

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An Interview with Cicie Wong

Cicie Wong is the Senior Financial Manager for UBC Food Services.

Cicie organizes *Customer Appreciation Week* twice during campaign season. Customers can donate \$1 to United Way at each Food Services Outlet. This year, \$6239 was raised for the UBC United Way Campaign. Cicie donates UBC Food Services gift cards as prizes for both volunteers and donors. She also offers support and food donations for fundraising events across campus.



How long have you been involved with the UBC United Way Campaign?

My involvement with the UBC United Way campaign began in 2005 as I started working in housing. I came to the University from outside and wanted to see more social events happen within the workplace.

I began to implement a birthday program where we would celebrate each person's birthday with a lunch and cake of their choice. We would get together for lunch and sing happy birthday to this individual. Later, I was requested to plan the holiday party for the workplace.

As I took on a new role at the University with UBC Food Services, my employers believed I was the perfect fit to work on the UBC United Way campaign as the result of all the social events I had previously planned. I worked alongside the former (now retiree) UBC United Way rep in food services. He showed me all the work he currently was doing for the campaign and we worked together on the campaign that year. I later took it on myself, offering new ideas to the campaign.

Why do you volunteer for this cause?

This stems from my childhood. My mother is a person that gives. We immigrated to Canada and did not have a lot of money. Still, my mother would donate to every cause that came knocking on our door - especially when it came to children. We could not understand why she gave so much when we had so

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little. She explained to us that there were people out there that needed the money more than we did. The life she leads is instilled in my brother and me. She is retired now and still gives, more than I do! My mother taught me to always be grateful for what I have. We have a responsibility to help out our brothers, sisters and our society. There may be a time when we are in need and hopefully there is someone that will be there to help.

My children are now dedicating some of their time to charity. My daughter is even involved in three nonprofit committees! It is great to see the impact I have had on them to work for charity.

What is your fondest memory from your involvement with the campaign?

All of the years seem to blend into one, this is very hard. One of my fondest memories is the kickoff event we held one year out front of the AMS. We had a BBQ and Andrew Parr (Managing Director of SHHS) was flipping burgers. We asked for the mascot (CARE-y) to come to the event. This sparked a lot of buzz. People were engaged, wanting to find out what was going on. It felt truly special. It was held in a big open area and allowed for lots of visibility and promotion of the campaign; especially with CARE-Y jumping up and down.

What are your goals for next year? What would you like to see happen?

I will be stepping down from my role with the UBC United Way campaign next year. The demands of my job have grown so much over the years and I am unable to commit my time to the campaign. I would like to give 100% to the campaign and feel that with my workload I am unable to do this. There have been talks of forming a committee for next year's campaign. This committee could share responsibilities, ideas and goals; lessening the workload. Making sure that the campaign is just as good as previous years. I would like to see UBC Food Services continue to support other groups across campus. The key to this success is for these groups to be organized and have a plan early into the campaign season. With

With Cicie's help,

2600 nutritious breakfasts were served to vulnerable mothers and children in the downtown eastside of Vancouver

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An Interview with Debra Elliot

Debra Elliott is the Front Office Manager for Student Housing and Hospitality Services.

Debra chairs the VP Students/Brock Hall Planning Committee. This year, the planning committee raised \$31 117 in fundraising events. The Acadia/Fairview garage sale was the most successful, raising \$7020. They also hold a prize lottery each year to encourage employees to give by donation or payroll pledge, increasing their participation rate annually.

How long have you been involved with the UBC United Way Campaign?

My involvement with the UBC United Way campaign began in 2004. I was hired as a UBC loaned representative ([Campaign Associate](#)) and at that time knew very little about the United Way.

I was looking to develop some new skills such as public speaking and event planning. I noticed the loaned representative job posting and was excited to be given the opportunity to assist with employee campaigns. I was able to promote the United Way at UBC and also work with 5 or 6 other agencies outside the University such as the Justice Institute and Family Services.



Why do you volunteer for this cause?

There are several reasons why I volunteer my time to the campaign. The United Way is a single place that researches and captures many of the needs of people living in the Lower Mainland, especially children 0-6, youth and seniors.

I am fortunate to work with many incredible people during the campaign. Our portfolio has formed a planning committee that really works well together. Plus, it is rewarding to see all of our hard work pay off at the end of our campaign. We often see positive results both with participation and reaching our financial goals.

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What is your fondest memory from your involvement with the campaign?

My fondest memory was as a loaned representative. It was a fantastic experience of four months working with people that have great passion and commitment. I learned so much about the United Way during that time, and I had the pleasure of working with other companies creating some innovative ways to raise donor dollars through special workplace events.

When I returned to UBC that December, I was asked to sit on the VPS/Brock Hall Planning Committee, and shortly thereafter I was offered the position of Chair.

What is your goal for next year? What would you like to see happen?

I would like to continue working with our planning committee to hold fun and educational events that bring people together. It would be wonderful to see more new members join our planning committee. And an important goal is to increase our overall participation rate each year.

With Debra's help,

United Way can provide supportive housing to one woman and her children who have been impacted by abuse suffered in intimate relationships.

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All that kids can be

Kids are born with limitless potential. Yet too many of them lack what they need to reach it. Experiences in childhood set the foundation for life.

When you give to United Way, you're helping give young kids a healthy start, and school-age kids the opportunity to succeed. You are investing in the future and helping kids be all they can be.

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An Interview with James Minhinnick

James Minhinnick is Manager of Point Grill and Sage Bistro for UBC Food Services

James was instrumental to the success of our campaign by donating antique UBC Wedgwood China to be sold to UBC alumni, employees, students and emeriti. The china sale raised \$6990 for the United Way.

How long have you been involved with the UBC United Way Campaign?

This was the first year I became active with the campaign. I donated tickets to a Canuck game and held a raffle through Food Services.

Why do you volunteer for this cause?

It is important for everyone to be involved in this campaign as it is the University's charity of choice.



What is your fondest memory from your involvement with the campaign?

The UBC Antique China sale was my fondest memory. It was such a great event! The turnout was amazing. There were also so many volunteers from UBC supporting the cause.

What are your goals for next year? What would you like to see happen?

I would like to hold a fundraising event at Sage. Years ago, Sage use to hold a fundraiser with door prizes and silent auction items. It would be great to hold that kind of event again.

With James help,

7 immigrant and refugee families will be provided essential learning opportunities and support to succeed

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An Interview with Judith Fograscher

Judith Fograscher is Manager of the UBC Travel Program for Financial Operations.

Judith donates two flight passes each year to the campaign. Employees that pledge by payroll to the campaign are entered into a draw to win these tickets. This year, Professor Jeff Young (Director of Advanced Materials and Process Engineering Laboratory Physics and Astronomy (AMPEL)) was awarded these passes.



How long have you been involved in the UBC United Way Campaign?

I have been involved in the campaign the whole time I have worked here. At first, I supported the campaign by offering two airline tickets to anywhere in North America. The University conducts a lot of business with the airlines and as their appreciation they were willing to donate a pair of tickets. It just made sense to give these tickets back to our UBC employees that support an organization that strengthens our community. This has taken place for around five years now.

Why do you volunteer for this cause?

It is our social responsibility to give back to our communities, to support locally. In part it's a bit personal for me as I am a parent. The United Way invests in our children and elderly where help is needed most.

What is your fondest memory from your involvement with the campaign?

I enjoy all of the activities on campus. My fondest memory would be the Pancake race. My team was dressed up as the Men in Black. We had the theme song played. It was just a lot of fun.

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What is your goal for next year? What would you like to see happen?

Personally, I would like to raise \$1000 at our bake sale. We can accomplish this by creating a fun environment with music, balloons and signage outside our building.

The bake sale gives me the opportunity to help people understand the importance of the United Way and how valuable the organization is. It allows people that are simply walking by to look more into the United Way and hopefully become lifelong givers like myself.

With Judith's help,

21 British Columbians are provided information and referral services and the help they need, across a broad spectrum of social and health issues through BC211.



**United Way
Lower Mainland**

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Strong communities

Communities should fuel our lives, support our development and keep us healthy and strong. But for many in Metro Vancouver, it's hard to connect. Loneliness is as dangerous as smoking.

The strength of a community is in the well-being of the people who live there. For some, that means accessing services they didn't even know existed. For others, like seniors, it means keeping them connected and engaged in order to stay healthy.

When you give to United Way, you are building strong neighbourhoods; helping seniors live independently; funding the helpline bc211; and advancing public policy through our Public Policy Institute.

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